



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Talladega, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	29.6%	Population	80,937	81,455
Rural Bypasses	11.1%	Households	31,347	31,822
Rustbelt Retirees	10.1%	Families	22,128	22,236
Home Town	9.5%	Median Age	38.6	40.2
Midland Crowd	7.1%	Median Household Income	\$36,279	\$39,291

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	50	\$1,343.17	\$42,104,434
Men's	50	\$246.06	\$7,713,260
Women's	48	\$447.97	\$14,042,541
Children's	59	\$243.85	\$7,644,073
Footwear	42	\$203.31	\$6,373,306
Watches & Jewelry	57	\$126.86	\$3,976,600
Apparel Products and Services ¹	59	\$75.12	\$2,354,654
Computer			
Computers and Hardware for Home Use	57	\$118.97	\$3,729,234
Software and Accessories for Home Use	53	\$15.33	\$480,468
Entertainment & Recreation	64	\$2,393.91	\$75,041,959
Fees and Admissions	52	\$319.90	\$10,027,852
Membership Fees for Clubs ²	55	\$90.82	\$2,846,967
Fees for Participant Sports, excl. Trips	51	\$58.12	\$1,821,872
Admission to Movie/Theatre/Opera/Ballet	50	\$74.74	\$2,342,802
Admission to Sporting Events, excl. Trips	53	\$32.14	\$1,007,471
Fees for Recreational Lessons	50	\$63.73	\$1,997,851
Dating Services	59	\$0.35	\$10,889
TV/Video/Sound Equipment	62	\$890.11	\$27,902,412
Community Antenna or Cable TV	67	\$496.34	\$15,558,667
Televisions	55	\$161.83	\$5,072,968
VCRs, Video Cameras, and DVD Players	64	\$21.16	\$663,191
Video Cassettes and DVDs	61	\$39.95	\$1,252,180
Video Game Hardware and Software	61	\$21.70	\$680,209
Satellite Dishes	78	\$0.87	\$27,129
Rental of Video Cassettes and DVDs	61	\$30.82	\$966,132
Streaming/Downloaded Video	46	\$0.37	\$11,537
Sound Equipment ³	53	\$113.56	\$3,559,788
Rental and Repair of TV/Radio/Sound Equipment	61	\$3.53	\$110,611
Pets	74	\$328.10	\$10,285,056
Toys and Games	64	\$96.01	\$3,009,606
Recreational Vehicles and Fees ⁴	86	\$374.64	\$11,743,714
Sports/Recreation/Exercise Equipment ⁵	60	\$129.69	\$4,065,399
Photo Equipment and Supplies ⁶	63	\$79.62	\$2,495,829
Reading ⁷	61	\$175.84	\$5,512,091
Food	63	\$5,260.57	\$164,903,153
Food at Home	64	\$3,147.38	\$98,660,986
Bakery and Cereal Products	65	\$439.26	\$13,769,345
Meat, Poultry, Fish, and Eggs	65	\$798.33	\$25,025,311
Dairy Products	65	\$360.21	\$11,291,528
Fruit and Vegetables	61	\$501.41	\$15,717,650
Snacks and Other Food at Home ⁸	66	\$1,048.18	\$32,857,152
Food Away from Home	62	\$2,113.19	\$66,242,167
Alcoholic Beverages	55	\$327.08	\$10,253,050
Nonalcoholic Beverages at Home	67	\$297.05	\$9,311,688



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Financial			
Investments	47	\$472.83	\$14,821,869
Vehicle Loans	70	\$4,079.28	\$127,873,060
Health			
Nonprescription Drugs	75	\$84.59	\$2,651,717
Prescription Drugs	77	\$438.89	\$13,757,748
Eyeglasses and Contact Lenses	68	\$52.53	\$1,646,744
Home			
Mortgage Payment and Basics ⁹	56	\$5,131.93	\$160,870,725
Maintenance and Remodeling Services	55	\$1,131.83	\$35,479,445
Maintenance and Remodeling Materials ¹⁰	74	\$309.34	\$9,696,980
Utilities, Fuel, and Public Services	69	\$3,131.99	\$98,178,371
Household Furnishings and Equipment			
Household Textiles ¹¹	59	\$82.90	\$2,598,543
Furniture	54	\$356.17	\$11,164,821
Floor Coverings	57	\$55.46	\$1,738,510
Major Appliances ¹²	66	\$199.45	\$6,252,022
Housewares ¹³	56	\$52.92	\$1,658,758
Small Appliances	65	\$22.81	\$715,143
Luggage	50	\$5.04	\$158,035
Telephones and Accessories	52	\$22.32	\$699,637
Household Operations			
Child Care	53	\$217.51	\$6,818,345
Lawn and Garden ¹⁴	68	\$288.78	\$9,052,527
Moving/Storage/Freight Express	56	\$29.32	\$919,220
Housekeeping Supplies ¹⁵	67	\$512.03	\$16,050,637
Insurance			
Owners and Renters Insurance	71	\$349.35	\$10,951,220
Vehicle Insurance	65	\$911.93	\$28,586,407
Life/Other Insurance	69	\$398.81	\$12,501,538
Health Insurance	71	\$1,436.03	\$45,015,221
Personal Care Products ¹⁶	63	\$272.29	\$8,535,366
School Books and Supplies ¹⁷	57	\$67.16	\$2,105,330
Smoking Products	78	\$351.33	\$11,013,053
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	67	\$3,444.38	\$107,970,996
Gasoline and Motor Oil	71	\$1,790.57	\$56,128,880
Vehicle Maintenance and Repairs	63	\$627.54	\$19,671,614
Travel			
Airline Fares	49	\$205.97	\$6,456,420
Lodging on Trips	58	\$245.63	\$7,699,760
Auto/Truck/Van Rental on Trips	47	\$18.28	\$573,009
Food and Drink on Trips	58	\$272.90	\$8,554,501

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.